



WEWS

ORDER

Flight Dates **09/26/12-10/02/12**

Contract / Revision **312276 /** **NEAFCPE OH TV 9.26-10.2.12**

Original Date / Revision
09/27/12 09/27/12 Agency Com 15%

Advertiser **NEA Fund for Children and I**
1322 G Street SE
Washington, DC 20003

Agency **New Media Firm**

Buying Contact
1322 G Street SE
Washington, DC 20003
Sales Office EWSDC
Sales Region NAT
Agency Ref 2

Order Sep 00:20:00
Estimate # **1664**
Alt Order #
Billing Type Cash
Order Type GENERAL
Billing Cycle EOM/EOC
Billing Calendar BROADCAST
Demographic A35+
Rev Codes POL POL ISS
Product Codes PL
Priority P-1
Advertiser Ref

Primary Account Executive
Daniel Baylog

Account Executive	Order%	Start Date	End Date
Daniel Baylog	100%		

Order Share 100% Market Value 69525

Competing Station	% of Order	Amount
CABLE	%	0
UNKWN	%	0
WBNX	%	0
WDLI	%	0
WEAO	%	0
WGGN	%	0
WJW	%	0
WKYC	%	0
WMFD	%	0
WOAC	%	0
WOIO	%	0
WQHS	%	0
WUAB	%	0
WVIZ	%	0
WVPX	%	0

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
September 2012	19	\$30,876.25	\$36,325.00	0.00	08/27/12	09/30/12	19	\$30,876.25	\$36,325.00
October 2012	18	\$28,220.00	\$33,200.00	0.00	10/01/12	10/02/12	18	\$28,220.00	\$33,200.00
Totals	37	\$59,096.25	\$69,525.00	0.00					

														<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WEWS	09/26/12	10/02/12	M-F GMC 6-7a M-F GMC 6-7a	CM	6-7a	MTWTF--	:30	2	\$1,300.00	P-1	0.00	NM	3	\$3,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	--W-F--	2		\$1,300.00		0.00						
Week:		10/01/12	10/07/12	-T-----	1		\$1,300.00		0.00						
2	WEWS	09/26/12	10/02/12		CM	7-9a	MTWTF--	:30	2	\$1,600.00	P-1	0.00	NM	4	\$6,400.00



WEWS

Print Date: 09/28/12

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Contract / Revision **312276** Flight Dates **09/26/12-10/02/12**

Hiatus Dates

Original Date / Revision 09/27/12/ 09/27/12

Order Sep 00:20:00

Advertiser **NEA Fund for Children and** Product **NEAFCPE OH TV 9.26-10.2** Estimate # **1664**

														<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
M-F GMA 7-9a															
M-F GMA 7-9a															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	--WT---					2	\$1,600.00		0.00			
Week:		10/01/12	10/07/12	MT-----					2	\$1,600.00		0.00			
E 3	WEWS	09/26/12	10/02/12	M-F 9-10a	CM	9-10a	MTWTF--	:30	2	\$1,200.00	P-1	0.00	NM	4	\$4,800.00
M-F 9-10a															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	--W-F--					2	\$1,200.00		0.00			
Week:		10/01/12	10/07/12	MT-----					2	\$1,200.00		0.00			
E 4	WEWS	09/26/12	10/02/12	M-F 10-11a	CM	10-11a	MTWTF--	:30	1	\$1,200.00	P-1	0.00	NM	1	\$1,200.00
M-F 10-11a															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----					0	\$0.00		0.00			
Week:		10/01/12	10/07/12	-T-----					1	\$1,200.00		0.00			
E 5	WEWS	09/26/12	10/02/12	M-F 12-1230pm News	CM	12-1p	MTWTF--	:30	1	\$1,800.00	P-1	0.00	NM	3	\$5,400.00
12-1230p News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	----F--					1	\$1,800.00		0.00			
Week:		10/01/12	10/07/12	MT-----					2	\$1,800.00		0.00			
6	WEWS	09/26/12	10/02/12	M-F 2-3p	CM	2-3p	MTWTF--	:30	1	\$1,800.00	P-1	0.00	NM	2	\$3,600.00
2-3pm General Hospital															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	--W----					1	\$1,800.00		0.00			
Week:		10/01/12	10/07/12	M-----					1	\$1,800.00		0.00			
7	WEWS	09/26/12	10/02/12	M-F 3-4p Katie	CM	3-4p	MTWTF--	:30	1	\$1,800.00	P-1	0.00	NM	1	\$1,800.00
M-F 3-4p Katie															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----					0	\$0.00		0.00			
Week:		10/01/12	10/07/12	-T-----					1	\$1,800.00		0.00			
E 8	WEWS	09/26/12	10/02/12	M-F 5-6p News	CM	5-6p	MTWTF--	:30	1	\$2,000.00	P-1	0.00	NM	2	\$4,000.00
M-F 5-6p News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	----F--					1	\$2,000.00		0.00			
Week:		10/01/12	10/07/12	-T-----					1	\$2,000.00		0.00			
9	WEWS	09/26/12	10/02/12	M-F 6-630p News	CM	6-630p	MTWTF--	:30	2	\$3,000.00	P-1	0.00	NM	3	\$9,000.00
M-F 6-630p News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	--W-F--					2	\$3,000.00		0.00			
Week:		10/01/12	10/07/12	M-----					1	\$3,000.00		0.00			
E 10	WEWS	09/26/12	10/02/12	M-F 7-730p	CM	7-730p	MTWTF--	:30	1	\$2,500.00	P-1	0.00	NM	2	\$5,000.00
7-730p The List															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	----F--					1	\$2,500.00		0.00			
Week:		10/01/12	10/07/12	-T-----					1	\$2,500.00		0.00			
11	WEWS	09/26/12	10/02/12	M-F 730-8P	CM	730-8p	MTWTF--	:30	2	\$2,500.00	P-1	0.00	NM	2	\$5,000.00
730-8p Let's Ask America															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	--W-F--					2	\$2,500.00		0.00			
Week:		10/01/12	10/07/12	-----					0	\$0.00		0.00			
12	WEWS	09/26/12	10/02/12	M-SU 11-1135P Late News	CM	11-1135p	MTWTFSS	:30	1	\$4,000.00	P-1	0.00	NM	2	\$8,000.00
M-SU 11-1135P Late News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			



WEWS

Print Date: 09/28/12

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Contract / Revision **312276** Flight Dates **09/26/12-10/02/12**

Hiatus Dates

Original Date / Revision 09/27/12/ 09/27/12

Order Sep 00:20:00

Advertiser **NEA Fund for Children and** Product **NEAFCPE OH TV 9.26-10.2** Estimate # **1664**

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
12	WEWS	09/26/12	10/02/12	M-SU 11-1135P Late New M-SU 11-1135P Late New	CM	11-1135p	MTWTFSS	:30	1	\$4,000.00	P-1	0.00 NM	2	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
	Week:	09/24/12	09/30/12	--W----		1				\$4,000.00		0.00		
	Week:	10/01/12	10/07/12	-T-----		1				\$4,000.00		0.00		
13	WEWS	09/26/12	10/02/12	M-F 1135p-1202a Nightlir M-F 1135p-1202a Nightlir	CM	1135p-1207x	MTWTF--	:30	1	\$2,000.00	P-1	0.00 NM	2	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
	Week:	09/24/12	09/30/12	----F--		1				\$2,000.00		0.00		
	Week:	10/01/12	10/07/12	M-----		1				\$2,000.00		0.00		
14	WEWS	09/26/12	10/02/12	M-F 1202a-107a Jimmy K M-F 1202a-107a Jimmy K	CM	1202-107x	MTWTF--	:30	1	\$1,200.00	P-1	0.00 NM	3	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
	Week:	09/24/12	09/30/12	--W----		1				\$1,200.00		0.00		
	Week:	10/01/12	10/07/12	MT-----		2				\$1,200.00		0.00		
E 15	WEWS	09/26/12	10/02/12	SA GMA 8-9a SA GMA 8-9a	CM	8-9a	-----S-	:30	1	\$1,300.00	P-1	0.00 NM	1	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
	Week:	09/24/12	09/30/12	-----S-		1				\$1,300.00		0.00		
	Week:	10/01/12	10/07/12	-----		0				\$0.00		0.00		
E 16	WEWS	09/26/12	10/02/12	SA 7PM News SA 7PM News	CM	7-730p	-----S-	:30	1	\$2,000.00	P-1	0.00 NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
	Week:	09/24/12	09/30/12	-----S-		1				\$2,000.00		0.00		
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg Type</u>		
	1	WEWS	09/24/12-09/30/12	SA 7PM News		7-730p	-----Sa--	:30		(\$2,000.00)		0.00 NM		
		See MG 16.2 [no news/osu post game]												
	2	WEWS	10/01/12-10/02/12	M-F 6-630p News		6-630p	MT-----	:30		\$2,000.00		0.00 NM		
		Ⓜ MG for 16.1 09/29												
	Week:	10/01/12	10/07/12	-----		0				\$0.00		0.00		
17	WEWS	09/26/12	10/02/12	SU 12a-1a CSI Miami Late SU CSI Miami Late	CM	12a-1a	-----S	:30	1	\$525.00	P-1	0.00 NM	1	\$525.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
	Week:	09/24/12	09/30/12	-----S		1				\$525.00		0.00		
	Week:	10/01/12	10/07/12	-----		0				\$0.00		0.00		
Totals													37	\$69,525.00